CANADIAN Film and TV Weekly BI-

VOICE OF THE ENTERTAINMENT INDUSTRY

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OUR BUSINESS by N.A. Taylor

Second Guessing —It Never Led To Riches

THE best football strategists are the Monday morning quarterbacks. The most successful campaigners are the armchair generals. And the wisest men in our business are the second guessers.

After a film has flopped at the boxoffice it is very easy to cite the reasons. Everyone has his own catalogue, from which several can be removed and neatly packaged, to prove what idiots these producers are. And, of course, there is always the weather or season of the year.

Second guessing and negative thinking go hand in hand. This is the antithesis of what is required for success in our business. Our thinking must at all times be positive and first guessing predominant.

Predictability of boxoffice success for motion pictures is no longer the easy game it once was for the experts. In today's market they are more frequently confounded than right. The successful producer attempts to scent in advance what an always-unpredictable public will buy and frequently attempts to set his own trends. The odds against success are now greater but so are the potential rewards.

The building and operation of motion picture theatres offers a new kind of challenge. Costs of building, maintenance and operations continue to rise. The distributor attempts to set ceilings on profits for "clickers" and floors for "clinkers." The cushion the exhibitor once had has virtually disappeared. How then can the exhibitor hope to survive, let alone prosper in such an atmosphere?

The answer must surely be that the exhibitor must become

(Continued on Page 4)

Day Appointed Head Of Alberta Censor Board

Jack Day, 43, has been appointed chairman of the Alberta Motion Picture Censor Branch and director of the Amusements Branch as successor to P. J. A. Fleming, who retired March 30 after 20 years of service, it was announced recently in Edmonton by the Hon. A. Holowach, Provincial Secretary, whose department is responsible for the Cen-

(Continued on Page 10)

Era Of New Economics For Motion Pictures

- **Weltner, Paramount head, says TV now as essential as theatre distribution**

The motion picture industry is in the midst of a fundamental change in its method of operations and its policies, George Weltner, president of Paramount Pictures, told the company's recent annual meeting. "Television distribution is now as essential to its business as theatrical distribution," he said, "and this fact alone has ushered in the era of new economics."

Television has been using more and more feature films at steadily rising prices and rentals, he said, pointing out that a feature on TV, as much as in theatrical distribution, had several different "runs" available to it. A feature might get one or two prime-time network showings, for example, then be syndicated on a station-to-station basis.

"Ratings on second showings," Weltner said, "come within a respectable distance of the first-run ratings. In fact, some of the lesser films actually improve

(Continued on Page 4)

Warners World Premieres Comic Western In Houston

Nothing close to the vest or the wallet in the way Warner Brothers world premiered its current release, A Big Hand for the Little Lady, recently in Houston, Texas. By jet, train, Avis, Greyhound and burro, the company ferried in more than 100 press, radio and TV representatives from all over the US and Canada to launch the Fielder Cook-produced and directed film about a wacky poker game in the Old West in which the final hand provides one of the all-time snapper endings.

The two-day event, centred around the Shamrock-Hilton Hotel, got under way with a patio reception of representative Texas proportions. To belabor a

(Continued on Page 10)

JOANNE WOODWARD, star of Warner Bros.' A Big Hand For The Little Lady, was also a centre of attraction at Warners' world premiere of the picture recently in Houston, Texas, attended by more than 100 press, radio and TV personalities from Canada and the US. Also attending were Fielder Cook, left, who directed the picture, and Jack Valenti, right, new president of the Motion Picture Association of America. It was his first premiere since taking office. Other photographs of the event appear on Page 7.

Clubrooms Yes Or No? Variety Must Decide

Members of Toronto's Variety Club Tent 28 are being put on the muscle—they have six months to decide whether or not they want their own clubrooms. New, elegant, midtown quarters were opened about a year ago in The Colonnade, a shopping-office-residential complex, but they haven't been getting the anticipated play. As a result, at a recent business meeting, the mem-

(Continued on Page 4)

May Levandusky Again Named WOMPI Head

Installation of officers, a humorous speech by Robert R. Hall and presentation of the Service Award to May Levandusky of Famous Players, re-elected for a second term as president, were features of the recent annual dinner of the Toronto Branch of the Women of the Motion Picture Industry. Emceed by Len Bishop, manager of the Hollywood Theatre, the event took place in Variety clubrooms in the Colon-

(Continued on Page 4)

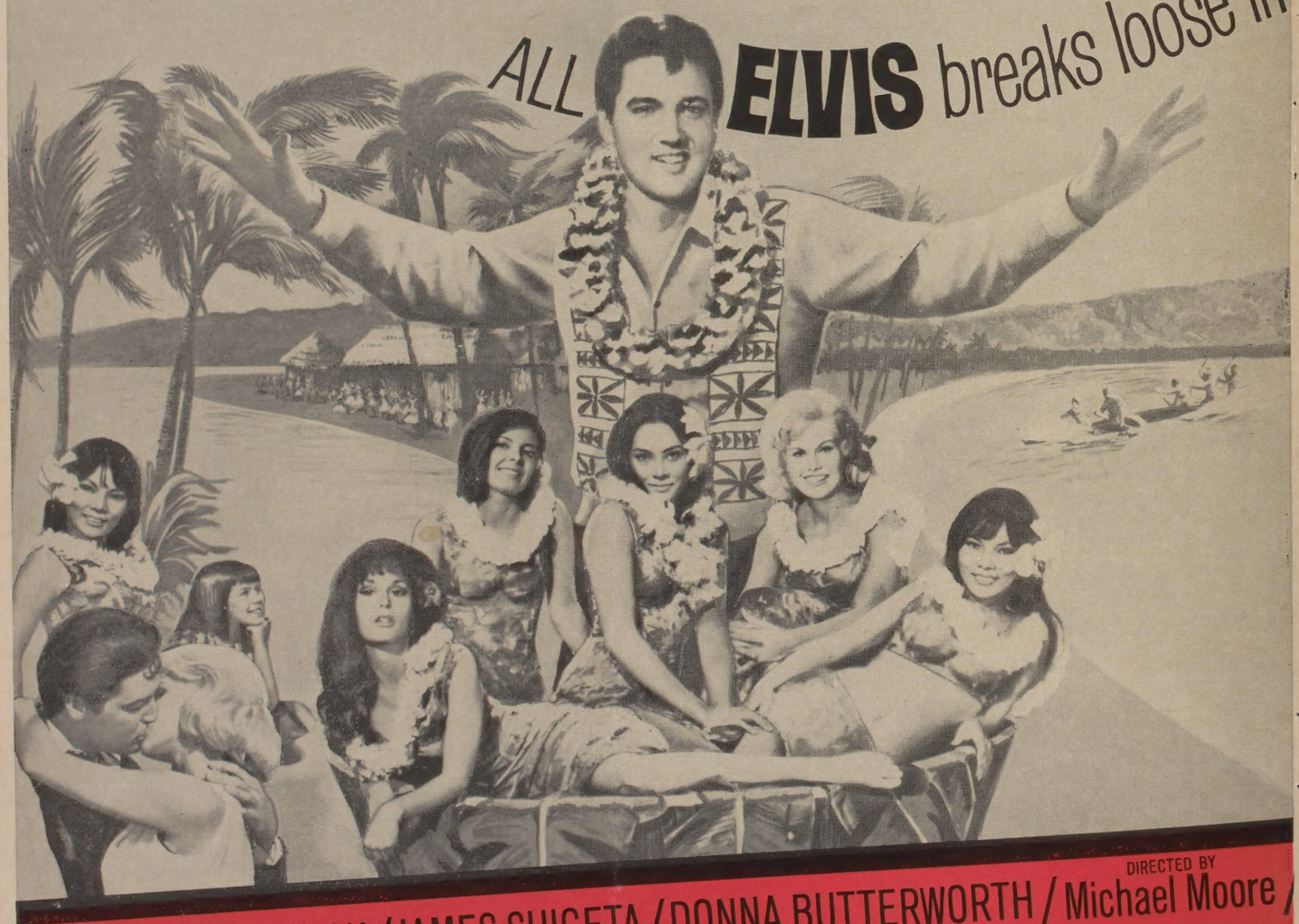
Oscar Contest Biggest By Far

With release of the prizewinners in the Toronto Academy Awards Contest last week, Charles S. Chaplin, head of the organizational committee, reported that it was far and away the most successful yet. The Star, which sponsored the competition along with the theatres of Metropolitan Toronto, confirmed that it drew over 284,000 entries, double the 1965 total, reflecting an interest which "far exceeded our fondest hopes." Chaplin estimates that over 14,000,000 copies of the Star carried stories and forms.

Paradise-box

The giant winning combo of Hal Wallis, Elvis Presley & Paramount! Plus a para Elvis beat in the most beautiful paradise on earth. A Playgirl Paradise! A Play campaign bullet-eyed at today's bulging teen and in-between market!

HIS NEWEST! HIS BIGGEST!



Co-starring SUZANNA LEIGH / JAMES SHIGETA / DONNA BUTTERWORTH / DIRECTED BY Michael Moore

PARAMOUNT **PUTS THE WO**

office style

dise of a place to shoot in and shout about. Girls! Fun! Girls! Song! All bouncing to that ground Paradise! A PAY-ground Paradise! All backed by an advertising and promotion

the Swinging Swaying Luau-ing South Seas!

Paramount Pictures Presents

ELVIS PRESLEY IN

"Paradise-Hawaiian Style"

A HAL WALLIS Production

Elvis Sings

Paradise, Hawaiian Style
House of Sand
Queenie Wahine's Papaya
You Scratch My Back
Drums of the Islands
It's a Dog's Life
Datin'
Stop Where You Are
This Is My Heaven

Swing with Elvis and these great hits on his new RCA-VICTOR LP Album

SCREENPLAY BY Allan Weiss and Anthony Lawrence / STORY BY Allan Weiss / TECHNICOLOR®

A PARAMOUNT PICTURE

RLD ON THE PATH TO PARADISE

OUR BUSINESS

(Continued from Page 1)

more ingenious in the type of theatre he builds and in the way he operates it. For example, dual auditorium theatres have in many cases proven a boon to both exhibitor and distributor. Triple auditorium theatres, as yet unproven, may even be better. Indeed, with present-day building costs this may be for some the right answer.

N. A. TAYLOR

Because of the increased flow of releases some observers have predicted a swing from sellers' to buyers' market. This may not be necessarily so because "hot" attractions have always been in great demand and short supply. There is little reason to think this will change.

There has also been considerable discussion about the feast and famine periods of release. Notwithstanding all the representations which have been made to distributors and their promises, in return, for "orderly release," they still are teeing off their best attractions in what they consider to be "preferred playing time." As witness the present mad rush to get a plethora of films released this summer. It is our own guess that some plan for showing in the "hot months" would sizzle a great deal better in the autumn.

In the last days of 1965 we predicted 1966 would overall be a better year at the boxoffice—a forecast which has generally been proven correct. The outook for strong attractions this summer and the balance of the year is particularly good. Nevertheless, there is little room for complacency, because it's an irrefutable and disturbing fact of our industry's economic life that in most theatres the majority of seats are filled not more than a few hours a week.

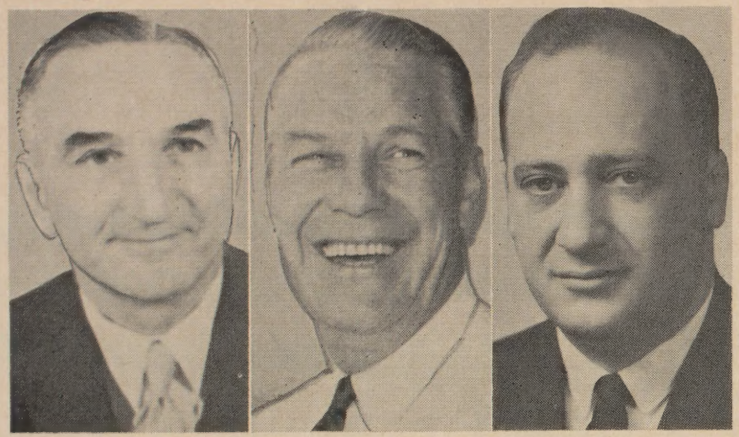
Greater occupancy per seat, per day or week, should be the goal of everyone connected with our business. If we want continued prosperity we must do more first guessing in production, theatre building and operation and—as important as everything else—in exploitation, promotion and the ticket-selling excitement and ballyhoo which used to be synonymous with motion pictures.

Nobody has ever gotten rich from second guessing.

United Amusement Profits Up

United Amusement Corp., operating theatres in Montreal and other parts of Quebec, declared a consolidated net profit of $520,258 for 1965, up 14 per cent over the $455,467 figure for 1964. Net earnings increased 11 per cent from $1,000,000 to $1,200,000 and earnings per share increased to $1.78 from $1.56.

Changes At Astral Films



William Elman, left, for 10 years manager of Astral Films' Montreal branch, has been elevated to an executive administrative post as head of the company's developing production division, it was announced by Jerry H. Solway, general manager. Replacing Elman as Montreal manager, effective July 4, will be Leonard Herberman, right, who has been Astral's manager in Saint John, NB. In Montreal he will be responsible for all of the company's theatrical and non-theatrical distribution. To replace Herberman in Saint John, Astral has hired Norman Simpson, centre, until now Paramount's branch manager in Winnipeg.

Era Of New Economics

(Continued from Page 1)

their share of the market on the second showing. Moreover, sponsors feel twice rewarded because they know that the audience for the second showing is often composed of completely different people from those who watched the first run. This gives a sponsor a bonus over a series, where the audience is almost identical from week to week."

As a result of "the era of new economics," Weltner said, Paramount would be producing motion pictures for all types of distribution, small screen or large. "We are marketing our product to meet the demands of our customers whether the end result be a theatre or TV presentation," he said.

The "bloodstream" of Paramount, Weltner added, was represented by an inventory investment of close to $91,000,000, highest since 1950 and composed principally of features in production or ready for early theatrical release and including $13,000,000 worth of features for TV.

Weltner emphasized, however, that Paramount's television activities were not limited to leasing features. Production of filmed series was being accelerated, he said, with definite commitments from CBS for four pilots. In addition, the wholly-owned subsidiary, Plautus Productions Inc., was currently represented five days a week with The Nurses on ABC-TV with renewal for next fall. Other projects were in work.

Theatrically, Weltner said, the summer months were "now the most lucrative boxoffice period of the year" and, appropriately, Paramount had a solid list of releases, highlighted by the return of DeMille's The Ten Commandments. Others to look for: Nevada Smith, starring Steve McQueen as the cowboy character of Harold Robbins' novel, The Carpetbaggers; Ray Stark and Seven Arts' Assault on a Queen, starring Frank Sinatra and Virna Lisi; Seven Arts' This Property is Condemned, starring Natalie Wood and Robert Redford; Hal Wallis' Paradise, Hawaiian Style, starring Elvis Presley, and The Last of the Secret Agents?, now playing with the comedy team of Allen & Rossi as the stars.

'The Spirit Is Willing'

Producer Wm. Castle has signed John McGiver to star with Sid Caesar, Vera Miles and Barry Gordon in Paramount's The Spirit Is Willing.

WOMPI DINNER

(Continued from Page 1)

nade with 36 members and several guests attending.

Along with Miss Levandusky, the new officers installed were: Ethel Dollery of the Variety Club as 1st vice-president; Florence Merlina of the Berford Theatre, Wiarton, Ont., 2nd vice-president; Irene Thompson of Odeon Theatres for a second term as corresponding secretary; Jean Utley of Paramount, recording secretary; and Olive Copleston of MGM, treasurer.

Presentation of the annual Service Award to Miss Levandusky was made by Florence Long of General Sound and was supported by a gift contributed by all members.

Hall, immediate past Chief Barker of the Toronto Variety Club, as guest speaker reminisced about his early days in radio and as a lawyer.

VARIETY CLUB

(Continued from Page 1)

bership voted to continue operations on a trial basis until the end of the year on the understanding that a special committee be formed meanwhile to find ways and means of stimulating business. If, at year-end, the results were still negative, steps would be taken to fold the place and handle day-to-day administration with an office and secretary.

One aspect the special committee will explore will be the possibility and feasibility of opening the club for luncheon and cocktail hour business, instead of limiting the action to what has proved to be a barren 6 p.m.-midnight period. Another strong suggestion was made that members of the women's committee be directly involved in the emergency planning.

In reply to a question from Chief Barker Jack Bernstein, Jack Fitzgibbons, Variety International's 2nd vice-president, stated that 16 of Variety's 36 Tents had clubrooms of various sizes and quality of appointments. He could only guess that some, like those in Los Angeles and Philadelphia, were doing well, while others, like Atlanta's, were considering closing down. In Cleveland, he said, there was a four-year history of successful operation in conjunction with the local Press Club. In London, Eng., Variety's biggest money-raising Tent had no clubrooms at all.

SMPTE Sets Up Award

A new Educational Award, to be named the Eastman Kodak Gold Medal Award, has been instituted and will be administered on an annual basis by the Society of Motion Picture and Television Engineers. Emphasis for the award would be on directly advancing education as such and the SMPTE is hopeful that it will be able to name the first recipient before the Annual Awards Program Oct. 2-7 in Los Angeles.

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"BEST FOREIGN FILM!"

"A STUNNING PICTURE THAT KNOCKED US OUT OF OUR CHAIRS! BRILLIANT PERFORMANCES! MEMORABLE! ONE OF THE MOST DEVASTATING PICTURES I'VE SEEN FROM EUROPE OR ANYWHERE ELSE IN SEVERAL YEARS!" — Bosley Crowther, N.Y. Times

"A MASTERPIECE!"
PERFORMANCES BUILD TO AN OVERWHELMING BURST OF STUNNING FORCE—A TRIUMPH!"
Alton Cook N. Y. World Telegram

A MARIE DESMARAIS PRESENTATION

the SHOP on MAIN STREET

IDA KAMINSKA and JOSEPH KRONER

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International Film Distributors LIMITED

TORONTO · MONTREAL · WINNIPEG · CALGARY · VANCOUVER · SAINT JOHN

NEWS CLIPS

OPENED last December by **MUZZOCCO** and **GERVANNI**, the new 775-seat Dolphin Theatre in the Vancouver suburb of North Burnaby has joined the **ODEON** circuit and will be managed by **BILL MACDONALD**, formerly of the Totem in Vancouver ☆ ☆ ☆ Two other recent theatre transfers were the 265-seat Tivoli in MacGregor, Man., from **ROBERT HARVEY** to **WALTER VIRKUTIS** and the 300-seat Bienville in Levis, Que., from **E. BEAUMONT** to **M. BOUCHARD** ☆ ☆ ☆ **JACK WATSON**, 77, partner with **FAMOUS PLAYERS** in the former Rex in Regina since 1942, died recently in that city after a lengthy illness. He is survived by his wife.

☆ ☆ ☆

A past president of the **FEDERATION OF CANADIAN ADVERTISING AND SALES CLUBS, GRAEME FRASER**, vice-president of **CRAWLEY FILMS LTD.** of Ottawa, has been elected first vice-president of the 800-member **CANADIAN PUBLIC RELATIONS SOCIETY** ☆ ☆ ☆ The **CBC-TV** network will carry at 10.30 p.m. on July 1 **THE SEA GOT IN YOUR BLOOD**, a half-hour **NATIONAL FILM BOARD** production on the people of Lunenburg, NS, and the world-famed racing and fishing schooner, the **BLUENOSE** ☆ ☆ ☆ Recent visitor to Toronto was **JACK HIRSHBERG**, unit publicist for **20TH-FOX' DOCTOR DOOLITTLE**, set to start filming in London next week. His Toronto stay was for meetings with local publishing and broadcasting reps on the film, which will be shot in **TODD-AO** and **DELUXE COLOR** with **REX HARRISON, SAMANTHA EGGAR** and **ANTHONY NEWLEY** in the lead roles.

☆ ☆ ☆

JERRY LEWIS is also expected to visit Toronto shortly during his drum-beating tour for his latest picture, **COLUMBIA'S THREE ON A COUCH** ☆ ☆ ☆ **KATE REID**, one of Canada's leading dramatic actresses, will be seen soon in her first Hollywood production when **PARAMOUNT'S THIS PROPERTY IS CONDEMNED** starts its engagements this summer. She stars in the film with **NATALIE WOOD** and **ROBERT REDFORD** ☆ ☆ ☆ **UNIVERSAL'S ARABESQUE**, starring **GREGORY PECK** and **SOPHIA LOREN**, set an all-time Sunday record of $38,176 at New York's 34-year-old Radio City Music Hall, the world's largest theatre ☆ ☆ ☆ **CLAUDE P. LEWIS, JR.**, who joined **20TH-FOX'** ad department in 1950, has been promoted to assistant advertising manager. ■

Panorama

☆ ☆ ☆ ☆ ☆ ☆ ☆ by Stan Helleur

TEXAS AFTERTHOUGHTS (and let's have another **Big Hand for the Little Lady**): They bill it as "The 8th Wonder of the World" and although you were bugged a bit by the lack of open sky and the knowledge that it was nylon down there on the field instead of grass, you couldn't help wishing that fantastic **Astrodome** was planted

in Toronto instead of Houston ☆ ☆ ☆ **Warner Bros.'** visiting firemen toured the "world's first and only air-conditioned domed stadium" when the baseball Astros were on the road, which was unfortunate. The lights weren't up and the only action came from a work-gang tamping down the infield broadloom and setting up a midfield stage for a personal appearance by TV singing star **Andy Williams.** Still, parked in a $2.50 red seat in centrefield, trying to keep the lady guide from drawling you out of your mind with statistics, you surveyed the red, brown, blue and gold circle, related the constant 72-degree temperature to the unpredictability of Ontario weather and mentally asked **Mayor Givens** and **City Hall:** Why not? ☆ ☆ ☆ Come peasoup fog, thunderstorms or rump-high snows, there would be 45,000 dry seats for baseball, 52,000 for football, 60,000 for conventions and 66,000 for fights or stage shows ☆ ☆ ☆ Does the plastic-paned roof really work? Well, said the lady guide, they had problems at first. In daytime games, outfielders were losing flyballs in the glare over and behind home plate. The solution was to opaque a section of the plastic but the loss of sunlight killed the natural grass. Ultimately, a nylon playing surface was perfected and, according to PRman **Bill Giles,** son of baseball's **Warren Giles,** both baseball and football players find it better than the real thing ☆ ☆ ☆ You have to see it to believe the scoreboard production whenever an Astro whacks a home-run. They call it their "45-second spectacular" and that's what it is, the product of $2,000,000 worth of electronic engineering spread on an area 474 feet across and four conventional stories high. More than 50,000 verda ray bulbs cover more than a half-acre of the display area, connected by 1,200 miles of wiring ☆ ☆ ☆ They pushed buttons for us. First a lighted reproduction of the Astrodome appeared on the left of the scoreboard. Then the roof exploded, with sound effects, and a ball came out of the top and zoomed across with simulated fireworks and rockets as escort. At the end of the flight, a larger baseball appeared with the words "HOME RUN"—and more exploding fireworks. But that was only Phase 1. Next sequence showed two lighted cowboys, firing guns and ricochetting bullets all over the board. Next two huge steerheads appeared, snorting fire, with a US flag and Texas flag unfurling from the horns of each. At that point a mounted cowboy flashed in, stage left, and tried to rope a steer. The action traversed the display and got a big boff when the cowboy, getting his rope caught in the steer's horns, was dumped. Final sequence erupted in a multi-color skyrocket display, complete with ear-puncturing effects ☆ ☆ ☆ And now over to you, **Jack Kent Cooke.**

☆ ☆ ☆

TALKING OF SPECTACULARS, what about **Sam Shopsowitz'** recent Bar Mitzvah celebrations for son **Noah** in Toronto's Beth Tzedec Synagogue? Of the many lines relayed from the elaborate affair I like best the crack by Shopsy's close friend, **Victor Borge.** "This makes me think of my own Bar Mitzvah," said Borge. "It reminds me of all the things I NEVER had" ☆ ☆ ☆ The entertainment industry appeared to have Toronto synagogues tied up that particular weekend ☆ ☆ ☆ At Holy Blossom Temple, **Jeffrey,** a son of **Charles Chaplin,** head of **Seven Arts (Canada),** married **Marion Stark.** The date, incidentally, coincided with the senior Chaplins' 30th wedding anniversary ☆ ☆ ☆ Same day, at Beth Am Synagogue, **Elaine Halter,** daughter of our managing editor, **Ben Halter,** married law student **Arnold Handelman** ☆ ☆ ☆ Meanwhile **Jack Fine,** Executive Assistant at B. & F. Theatres (Toronto), was making similar plans. He'll marry **Valerie Robbins,** former secretary to the late **Izzy Allen,** some time next month.

☆ ☆ ☆

MORE TRADE TALK: **Frank Morriss,** until recently film critic for the Toronto **Globe and Mail,** is returning to hometown Winnipeg and the **Tribune.** He'd been with the **Free Press** for years before coming to Toronto ☆ ☆ ☆ One of those blind spots that occasionally assail typesetters and proof-readers hit us during production of the previous issue, with the result that a caption under a **Variety Club** photo read Jack Fitzgerald instead of **Jack Fitzgibbons.** Fitz, inciden-

(Continued on Page 11)

FROM HOLLYWOOD

SUZY KENDALL, 24-year-old British actress, has been named by producer-director **James Clavell** for a co-starring role with **Sidney Poitier** in **Columbia's To Sir, With Love,** now before the cameras at Pinewood Studios in England ☆ ☆ ☆ **Warner Bros.** has made a deal with **Cine-Europe S.A.R.L.** for distribution of a World War II espionage drama, **Triple Cross,** which has been in work for a month at the St. Maurice Studios in Paris with **Christopher Plummer, Romy Schneider, Gert Frobe, Trevor Howard, Claudine Auger** and **Yul Brynner** ☆ ☆ ☆ **Otto Preminger's** next for **Paramount, Hurry Sundown,** has started shooting on location in Baton Rouge, La. The film stars **Michael Caine, Jane Fonda, Diahann Carroll, Burgess Meredith, Faye Dunaway, Robert Hooks** and **John Phillip Law.**

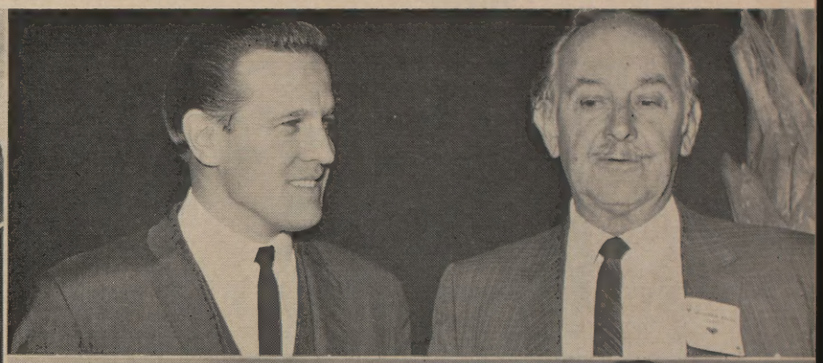
☆ ☆ ☆

Gildor-Scimitar Productions, the newly-formed **Universal** company in England, will start work on its third film, **The Jokers,** in London tomorrow (June 23) with **Michael Crawford, Oliver Reed** and **Harry Andrews** starring. Its first two films — **The Countess from Hong Kong,** produced and directed by **Charlie Chaplin,** and **Fahrenheit 451,** made in association with **Enterprise Films** of Toronto — are now editing ☆ ☆ ☆ **Universal** has two more productions in work in Europe, **The Scandal** in Paris and **Deadlier Than the Male** at Pinewood in England. The first stars **Anthony Perkins, Maurice Ronet** and **Yvonne Furneaux** and the latter **Richard Johnson, Elke Sommer, Sylvia Koscina, Suzanna Leigh, Nigel Green** and **Steve Carlson.**

☆ ☆ ☆

Location filming on **MGM-Cinerama's** multi-million-dollar roadshow production, **The Grand Prix,** has moved from Monte Carlo after three weeks to Spa, Belgium, for another four weeks. Starring in the **John Frankenheimer** film of auto racing are **James Garner, Eva Marie Saint, Yves Montand, Toshiro Mifune, Harriet Andersson** and **Jessica Walter** ☆ ☆ ☆ **Claudia Cardinale** has been signed by **MGM** to star opposite **Tony Curtis in Don't Make Waves,** which is due to get going this summer in Hollywood. Now under way at the Culver City Studios is **This Way Out, Please,** which is the new title for **Three for the Wedding,** toplining **Sandra Dee, George Hamilton, Celeste Holm, Mort Sahl, Dwayne Hickman, Bill Bixby, Dick Kallman** and **Allen Jenkins** ☆ ☆ ☆ **20th-Fox** has added **Ray Walston, Jack Kruschen** and **Irene Tsu** to the cast of **Caprice,** which stars **Doris Day** and **Richard Harris.** ■

A Texas-Style World Premiere For Warner Bros.' 'A Big Hand For The Little Lady'



Seldom have stars attending a world premiere of their own picture been more available for interviews than at Warner Brothers' recent launching of A Big Hand for the Little Lady, a two-day event in Houston, Texas, attended by a large contingent of press, radio and TV representatives, including several from Canada. TOP PHOTO, left, shows one of the stars, Paul Ford, being interviewed poolside at the Shamrock Hotel, by a group which included the Toronto Telegram TV columnist Bob Blackburn (with glasses facing Ford); Winnipeg Free Press columnist Gene Telpner (seated back to camera); CFTO-TV's Tim Ryan (standing third from left), next to CFRB (Toronto) morning man, Wally Crouter, and CHCT-TV Calgary's Ron Chase (with cigarette). TOP RIGHT shows Chase again with character actor John Qualen, one of the principals and a native of Vancouver. BELOW Chase and Qualen is a shot of co-star Robert Middleton (with beard), talking to Dave Wright of CFCF-TV and radio, Montreal, while the third photo in that sequence shows CFTO's Tim Ryan in conversation with Ford. MIDDLE ROW, left, shows Ford again, hamming it up at a western-style party which climaxed the premiere held in Houston's suburban Meyerland shopping plaza. Crowd scene in the plaza is depicted in the photo next to one-gun Ford. BOTTOM PHOTO (left) shows the Hollywood contingent on the infield of Houston's spectacular Astrodome stadium, where a special press luncheon was held. Left to right: John Qualen, Director Fielder Cook, Robert Middleton, Joanne Woodward and Paul Ford. BOTTOM PHOTO (right) shows Miss Woodward surrounded at the conference luncheon by the Canadian contingent, left to right: Al Dubin, Warner Bros.' Canadian advertising-publicity director; Bob Blackburn, Toronto Telegram; Gene Telpner, Winnipeg Free Press; Miss Woodward; Dave Wright, CFCF-TV Montreal; Vern Kent, CHCT-TV Calgary; Wally Crouter, CFRB Toronto and Tim Ryan, CFTO-TV Toronto; kneeling, left, Ron Chase, CHCT-TV Calgary, and Les Wedman, columnist for the Vancouver Sun.

Columbia Pictures
Presents

JERRY LEWIS
JANET LEIGH

3 ON A COUCH

(A JERRY LEWIS PRODUCTION)

co-starring
Mary Ann Mobley · Gila Golan · Leslie Parrish · And Introducing James Best

Screenplay by Bob Ross and Samuel A. Taylor · Based on a story by Arne Sultan and Marvin Worth

Music Composed and Conducted by Louis Brown · Produced and Directed by Jerry Lewis · COLUMBIA**COLOR**

WHERE THERE'S THREE ON A COUCH...THERE'

AND WHAT A WAY TO GO!!!!

FIVE-WEEK COUNTRYWIDE PERSONAL APPEARANCE TOUR BY JERRY LEWIS!

JERRY HOSTS THE "TONIGHT" SHOW FOR A FULL WEEK!

Giant Opening June 22 in 300-theatre Cleveland, Philadelphia, Pittsburgh (compo) territories!

S SUMMER BOX-OFFICE FROM COLUMBIA

WORLD PREMIERE

(Continued from Page 1)

cliche—would you believe water-skiing in the hotel swimming pool? It was that big.

Attending were four of the starring poker-players — Joanne Woodward, Paul Ford, Robert Middleton and John Qualen—and together with Director Cook were always available for interviews throughout a relaxed but full agenda which included a tour of the city's famed Astrodome, a press luncheon there in one of the umpteen restaurants, a pre-premiere cocktail party at the Shamrock attended by Jack Valenti, newly-named president of the Motion Picture Association of America, and a post-premiere reception at the hotel for which guests were outfitted with cardboard stetsons and plastic six-shooters. Real booze was the equalizer.

As usual, Warners' Canadian ad-publicity director Al Dubin had everything under control for his group which included Vancouver Sun columnist Les Wedman, CHCT-TV Calgary's Ron Chase and Vern Kent, Winnipeg Free Press columnist Gene Telpner, Toronto Telegram columnist Bob Blackburn, morning radioman Wally Crouter from Toronto's CFRB and Dave Wright of CFCF-TV and radio, Montreal.

By design or accident, the premiere itself typified a trend in the movie industry—the growing importance of suburban shopping plaza theatres as first-run houses. Instead of downtown Houston, the showing was held in General Cinema Corporation's new Cinema I Theatre in Meyerland Shopping Plaza, on the outskirts.

Working to a blueprint designed by Warners' Joe Hyams and Ernie Grossman of the New York office and Max Bercutt from Hollywood, the main event included a sheriff's posse-led motorcade to the plaza; a deafening welcome by the 60-piece band from Boling High School; a whirlybird delivery of the premiere print which Houston's Mrs. America, Mrs. Joy Noufer, accepted; a close-order precision drill by Sheriff Buster Kern's Mounted Posse, and a display of gun-slinging by Houston's Border Bandits.

Finally the movie and a first-rate one. Adapted from a Sidney Carroll TV play, A Big Hand for the Little Lady has suspense, surprise, plenty of humor and excellent performances from the four already mentioned, along with Henry Fonda, Jason Robards, Charles Bickford, Burgess Meredith and Kevin McCarthy. Lee Garmes, who has done a lot of work in Canada, was the cameraman and should be proud of it.

'A Covenant With Death'

George Maharis stars in WB's A Covenant With Death.

PICTURE: IFD's Las Vegas Hillbillys.

PROMOTION: CFGM, the Toronto country music station, hosted a Saturday morning theatre party at the Midtown Theatre four days in advance of the film's multiple opening in Toronto and its day-and-date engagement in Oshawa and Hamilton. Three of the station's most popular disc jockeys, dressed in western costumes, hosted the affair and both the tie-in and film received numerous plugs on the air, along with many free spot announcements. Highlights of the theatre party included a surprise personal appearance by Ferlin Husky, star of the film, a draw with his autographed records as prizes and a free autographed fan photo for everyone attending. Two-color heralds are a feature of the engagement across Canada, along with autographed photos of Husky, being supplied gratis by Capitol Records as part of its promotion locally for his records. Radio spot announcement discs and TV trailers also have been made available by Barney Simmons, IFD pub-ad head, who also duped the Husky and Bill Anderson groups onto one tape and is sending them out to every theatre playing the picture. They can be used as a soft-sell type of announcement and along with the regular hard-sell radio spot announcement disc make a successful combination. Early playdates have shown that radio stations programming country music are happy to co-operate with theatres in promoting the picture.

Society Of Film Makers Elects 1966 Officers

John Howe was elected president of the Society of Film Makers at the recent annual meeting in Montreal. Other officers named were Guy Glover, first vice-president; David Bairstow, second vice-president; Ray C. Jones, secretary-treasurer; and Kay Ferris, assistant secretary-treasurer. Directors voted in were Eugene Boyko, Barry Howells, Felix Lazarus, Ian MacNeill, Kathleen Shannon and Robert Verrall. The Society has over 135 members in Canada.

HI-FI
Stereo
was born
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Don't let it die there!
Install up-to-date General Sound equipment to match the superior quality of today's sound tracks.
Fast service . . . night or day!
Canada's Theatre Supply House
General Sound
AND THEATRE EQUIPMENT LIMITED
Branches across Canada

ALBERTA CENSOR

(Continued from Page 1)

sor Branch. At the same time it was made public that Kenneth Kremer had been named Chief Inspector of Theatres, filling the vacancy left by the death of H. W. Burkell last January.

Day has been with a branch of the Alberta Government as public relations officer for a number of years. His background includes several years in professional theatre in England, both acting and management. He has written several plays and other fiction and non-fiction stories and articles. He is married and has five children.

Col. Fleming, a former commanding officer of the Camrose and Dundurn training centres, was named to the position of chief censor on the retirement of Christine McCaig in July of 1947, who had been acting head following the retirement of Robert Pearson two years earlier.

Kremer, the new head theatre inspector, moved up from assistant following the death of Burkell. At the time of Burkell's appointment in November, 1951, Kremer had been made his assistant. Previous to that Kremer had been the projectionist at the Uptown, Calgary.

Named To Editing Staff

Roland Piggott has been appointed to the editing staff of Williams Drege & Hill Ltd., it was announced in Toronto recently by Heinz A. K. Drege, executive vice-president. Piggott was formerly associated with The Rank Organization, Pinewood Studios and London Films in England and Australia and with the CBC in Canada.

Work On Twin Drive-In Starts In Windsor, Ont.

Work has started on a new twin-screen drive-in theatre in Windsor, Ont., at Walker Road and Highway 98 and it's expected the 1,500-car operation will be open before Labor Day, according to a joint announcement by R. W. Bolstad, president of Famous Players, and N. A. Taylor, president of United Century Theatres Limited.

To be operated by 20th Century Theatres, the double drive-in will be serviced by a centrally located refreshment arcade which also will house the projection suites. Electric car-heaters will be available for year-round operation and the entire surface will be black-topped.

HELP WANTED
MALE

Manager-projectionist (combined) for small-town Ontario theatre. Good salary and working conditions.

Apply to BOX 42
CANADIAN FILM-TV BI-WEEKLY
175 Bloor St. E., Toronto.

TV BRIEFS

PARIS and capitals behind the Iron Curtain will be added to **Pierre Berton's** list of location sites for the fifth season of his TV talk show to start this fall, it was announced by **Bruce Ledger**, general manager of **Screen Gems (Canada)**, which again will syndicate the program. Ledger said some subscribing stations would air the Berton show at 6.30 p.m. instead of in the late-night slots at 11.30 or 11.40. One station — Hamilton's **CHCH-TV** —planned telecasting it in both 6.30 and 11.30 p.m. spots for maximum viewing ☆ ☆ ☆ **Syd Banks (S. Banks In-Television Ltd.)** has to be the country's busiest independent TV producer, having added a gospel-blues show to his renewed **Country Music Hall** and **Let's Sing Out** series on **CTV.** "And I've got a fourth one cooking," he says ☆ ☆ ☆ **Pearl Bailey,** a co-star with **Al Hirt** in Toronto's O'Keefe Centre recently, went to Chicago for the pilot of a syndicated series which she'll headline ☆ ☆ ☆ It says here that deadpan comic **Jackie Vernon** was signed for six **Ed Sullivan** shows next season only after a pledge to shed 20 pounds. "I've gained so much weight this past year," he says, "I've had to have my shower curtain let out."

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TvB Canada announced that the top 100 Canadian advertisers invested 50.5 per cent of their net media budgets in TV during 1965, with the total budget at $67,766,000 — an increase of 16.7 per cent over 1964 ☆ ☆ ☆ **Colm O'Shea,** gm for **United Artists Television (Canada),** says the full **CBC-TV** network will have only one brand new series in its fall lineup and it'll be a **UA** show— **Hey, Landlord,** starring **Will Hutchins** in comedy situations arising from his inheritance of a rundown brownstone apartment house in New York ☆ ☆ ☆ Busiest guys on the **Warner Bros.** press junket to Houston for **A Big Hand for the Little Lady** were the **CHCT-TV** Calgary team of **Ron Chase** (as director-interviewer) and cameraman **Vern Kent.** They not only shot miles of footage for their own use but provided a pool arrangement for **Tim Ryan** of Toronto's **CFTO-TV** and **Dave Wright** of **CFCF-TV,** Montreal ☆ ☆ ☆ **I Spy's Bill Cosby** now a next-door neighbor of the **Robert Goulet's** in Hollywood Coldwater Canyon ☆ ☆ ☆ Remember a **CBC** radio show called **Juke Box Jury?** The **BBC** now has a TV show of the same name ☆ ☆ ☆ **The Big Valley** series' two-parter — **The Hidalgo Legend**—has now been scheduled for release as a theatrical feature overseas. ■

Commercial Comment

By ANNA LISZT

ONE cannot but regret the campaigns which begin brilliantly but which peter out into the second rate. **Craven Menthol**, for instance. Perhaps it is too much to hope for a series of ads as freshly original and kooky as the first one which, we notice, earned for **Hayhurst** a well deserved award. But, even if the original sparkle was impossible to retain in ad after ad — was it really necessary to descend with such a thump into the so very mundane?

The dancer in the flowing Greek draperies in slow floating motion through woodland and meadow is simply no match for the hip miss in the sweater and slims pelting in mock flight across a plain straight line. And we're heart-broken at the loss of the jabberwocky beasts after her. One of the new commercials makes a token gesture by showing them spying from behind some trees and starting a very faint-hearted pursuit. We wonder what piece of plodding client sanity put a damper on this one.

We like the **Polaroid** land camera commerial. It has something of the quality of the original **Craven Menthol** ad, produced principally by the music. The tune and the singer plus the orchestration are straight 1966. How different, this, from the awful soaring anthem used by **Kem.** And yet the **Kem** music did sell us because of its very flavor of holiness. Still and all! It is quite true that people may be sold by something which irritates them. It is one possible way but not the only way.

In the nineteen twenties and thirties **Lifebuoy** soap soared to the pinnacle of sales success by dinning the BO story into America's ears. The genius who dreamed it up was Francis T. Countway who wasn't an adman at all. And columnists and editors deplored the vulgarity of it all. And the public also; no one—but no one—would ever admit to using **Lifebuoy** or of leaving it in view in the bathroom.

But they bought it, and used it by the billions of bars. Oddly enough, there were two little pockets of resistance in North America where the BO campaign never worked and where it was finally dropped and replaced by a much older-fashioned appeal. One was French Quebec and the other was Newfoundland. Perhaps the anthropologists could explain that one.

We have also seen some automotive advertisements which pleased us. One for the **Volvo** with its principal copy appeal that they are driven for an average of 11 years in Sweden. Also like their claim "A car that won't bug you." And the **Austin** commercials that make so much of what they call Hydro Lastic suspension. We haven't a clue what this means really, except that it has something to do with springs and shocks. But the visual of the Austin riding on the railroad ties and holding an even, smooth course is quite dramatic.

We were less impressed by the general overall slogan at the end "No-one puts more into cars than B.M.C." In fact we think that these company signature slogans are doomed to extinction. If they are going to be all embracing, as they must be, then they must also be vague. And we really believe that the public gets smarter all the time. They will no longer be sold by the vague and woolly.

They want facts, facts, and more facts about products, especially high-priced ones. So when someone says "Progress is our most important product" to Mrs. Grunsky, her answer is "I dunneed no progress today. I got some already. I want a washer. Whaddya got in a good washer and howmuchisit?" And this gal thinks this is a good thing.

Bell Telephone Sets Up Election Network

Sophisticated video equipment brought viewers the pictures, sound and excitement of the recent Quebec elections but the heart of network coverage, in the opinion of veteran broadcasters, consisted of 23 Call Director telephones installed by Bell Telephone in the CBC's Montreal headquarters and fed by direct phonelines from each of Quebec's 104 counties. With this almost instantaneous information from the hustings, instant punditry became the rule. Example of the live communication is represented above with CBC commentators Pierre Nadeau (left), Jean-Paul Nolet and Richard Garneau conducting interviews with outgoing Premier Jean Lesage on video, incoming Daniel Johnson on audio and interspersing the interviews with analyses by political experts. The telephone-video marriage enabled the CBC to wrap up the coverage by 10 p.m., less than two hours after the polls closed.

PANORAMA

(Continued from Page 6)

tally, seems to have a couple of potential actors in the family, with sons **Michael** and **Peter** drawing solid reviews for their lead performances in a De La Salle Oaklands College production of the musical **Bye, Bye, Birdie** ☆ ☆ ☆ Recent luncheon meeting of **Canadian Broadcast Executives** drank a special toast to **Bob Simpson,** broadcast director for **Foote, Cone & Belding.** The reason: he'd become a Canadian citizen that day.

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MAYBE YOU MISSED **George Jessel's** classic showbusiness story on the **Johnny Carson** TV show. About the female hopeful somebody introduced him to who measured 56-46-86? "What was her act?" asked Carson. Replied Jessel: "She crawled on stage and tried to get up." ■

Paramount's 'Warning Shot'

Steve Allen has been signed for a starring role in Paramount Pictures' suspense-drama, Warning Shot, currently before the cameras in Hollywood.

Cast In 'Funeral In Berlin'

Michael Caine stars in Paramount's Funeral in Berlin.

Pioneer Golf Tournament Set For August 25, 1966

Thursday, August 25, 1966, has been set as the date for the annual Golf Tournament of the Canadian Picture Pioneers and the scene will again be the Aurora Highlands Golf Club, just south of Aurora on Yonge St.

Co-chairmen are Martin Simpson of Twinex and Robert Gardner of Odeon, with Zeke Scheine of Odeon heading ticket sales. Tee-off time is 7 a.m. and the dinner is scheduled for 7.30 p.m. As usual, booty bags, prizes and lucky draws will feature the outing.

MUSICALLY

THE **Brothers-in-Law Strike Again** on **Arc** with another amusing collection of satirical songs poking fun at contemporary manner and mores. The **Batman** spoof is particularly effective. The Brothers-in-Law, four Windsor, Ont. cops, have a kind of summer clubhouse vocal blend but overcome the deficiency with some quite funny material ☆ ☆ ☆ Eight of the 12 cuts on the new **Kingston Trio** album (on **Decca**) **—Children of the Morning**—are originals by **John Stewart** of the trio ☆ ☆ ☆ **Rex Harrison,** who sang-talked his way through **My Fair Lady,** is doing the same thing with seven numbers being recorded for **20th Century-Fox'** feature, **Doctor Doolittle.** Harrison is backed by a 65-piece orchestra under **Lionel Newman** ☆ ☆ ☆ Another **Fox** release, **Smoky,** will have its title song recorded by c/w star **Hank Thompson** ☆ ☆ ☆ Yes, Virginia, there really is a **Mrs. Miller.** You'll be able to see her on TV July 8, guesting on **Art Linkletter's CBS House Party** ☆ ☆ ☆ **Joan Baez'** new **Vanguard** release, **Pack Up Your Sorrows,** is dedicated to the memory of her brother-in-law, folksinger **Richard Farina,** killed recently in a traffic accident ☆ ☆ ☆ **Henry Mancini,** who scored **Universal Pictures' Arabesque,** has an album and a single bearing the title out on the **RCA Victor** label.

☆ ☆ ☆

Umbrellas of Cherbourg is not only a good film, it has an intriguing theme. Titled **Watch What Happens,** it's on the flip side of a new **MGM** single by **Teddy Randazzo** which headlines **A Fist Full of Dollars** ☆ ☆ ☆ **Mainstream Records** releasing an album featuring the theme from the **Fox** picture, **Stagecoach** ☆ ☆ ☆ And **UA Records** is doing likewise with the theme album from **UA's** new **Cinerama** epic, **Khartoum.** The music is composed and conducted by **Frank Cordell** ☆ ☆ ☆ New first for **RCA Victor** and **Andre Previn** was the simultaneous release of two of his LPs—one pop the other classical ☆ ☆ ☆ **Mel Torme,** who co-stars in **Embassy Pictures' A Man Called Adam,** has recorded **All That Jazz** from the film, for **Columbia Records** ☆ ☆ ☆ Meanwhile, **Reprise Records** will record and release the cast album from the same picture. It stars **Sammy Davis** ☆ ☆ ☆ **The Kingston Trio** this Saturday winds up a two-week engagement at **Al Siegel's** Elmwood Casino in Windsor, Ont. ☆ ☆ ☆ **Eddy Arnold's RCA Victor** album, **My World,** has won a **Record Industry Association of America** Gold Record Award for having passed the 1,000,000 mark ☆ ☆ ☆ That **Tony Bennett** swings is confirmed by the series of tours lined up for him with driving big bands like **Woody Herman's** (this summer), **Duke Ellington's** and **Stan Getz'** (in the fall) and, next winter overseas, **Count Basie's** ☆ ☆ ☆ Two separate **Who's Afraid of Virgina Woolf?** albums coming from **Warner Records.** One features the film score by **Alex North,** while the other contains two LP discs containing the entire dialogue from the **Richard Burton-Elizabeth Taylor** starrer. ■

'CHIN,' Says Johnny Lombardi

The rion. John Yaremko is seen addressing the crowd gathered outside Radio Station CHIN as he officially opened Toronto's newest radio station. Left to right: James Service, Reeve of North York and CHIN secretary; Mr. Yaremko, and Johnny Lombardi, CHIN president. CHIN, at 1540, will feature "music of the world," with commercial spots in English. Manager of the 50,000-watt daytime station is Doc Lindsey, while Al Boliska will double as program manager and the morning man from 6-10.00 a.m. Other personalities signed: Ted Curl, Joe Crysdale, Len Carlson and Leon Mangoff.

Film House Acquires 3-Company Complex

Film House of Toronto, one of the country's leading motion picture and TV technical services organizations, has bought out the lab complex consisting of Film Laboratories, Hi-Speed Film Laboratories and Color Services, it was announced by President Robert Crone. The deal, for an undisclosed amount, includes a three-storey building in Toronto providing 12,000 feet of space.

Equipment and negative stock will be transferred immediately to Film House, Crone said, and the acquired building will be modified for a new and specific use which will be announced shortly.

MGM's 'The Venetian Affair'

Luciana Paluzzi has been signed to star with Robert Vaughn, Elke Sommer, Karl Boehm and Boris Karloff in MGM's The Venetian Affair, now shooting.

'Russians Are Coming' In Montreal Film Festival

The Russians Are Coming The Russians Are Coming, the United Artists release directed by Toronto's Norman Jewison, will be among the 20 features shown in this year's Montreal International Film Festival to be held in August jointly with the fourth annual Festival of Canadian Films. In the tradition of Montreal festivals to date, it's expected Jewison, as producer-director, will attend and discuss his film with the large number of Canadian and foreign critics expected to be on hand.

TRANS-CANADA RECORD POLL

POPULAR		COUNTRY & WESTERN	
1. **Green Grass** (London)	Gary Lewis	1. **Distant Drums** (8) (RCA)	Jim Reeves
2. **Paint It Black** (8) (London)	Rolling Stones	2. **Tippy Toeing** (2) (Columbia)	Harden Trio
3. **I Am a Rock** (10) (Columbia)	Simon & Garfunkel	3. **Take Good Care of Her** (3) (Capitol)	Sonny James
4. **A Groovy Kind of Love** (4) (Fontana)	Mindbenders	4. **Talkin' to the Wall** (Decca)	Warner Mack
5. **When a Man Loves a Woman** (Atlantic)	Percy Sledge	5. **Would You Hold it Against Me** (RCA)	Dottie West
6. **Paperback Writer** (Capitol)	Beatles	6. **I Love You Drops** (Decca)	Bill Anderson
7. **Monday, Monday** (1) (RCA)	Mamas & Papas	7. **History Repeats Itself** (6) (Sparton)	Buddy Starcher
8. **Love is Like an Itching** (9) (Tamla)	The Supremes	8. **I'm Living in Two Worlds** (Dot)	Bonnie Guitar
9. **The More I See You** (Quality)	Chris Montez	9. **The Last Word in Lonesome is Me** (RCA)	Eddy Arnold
10. **Lovedrops** (Capitol)	Barry Allen	10. **Long Time Leavin'** (Smash)	Roger Miller

Note—Number in brackets following title indicates standing in previous poll.

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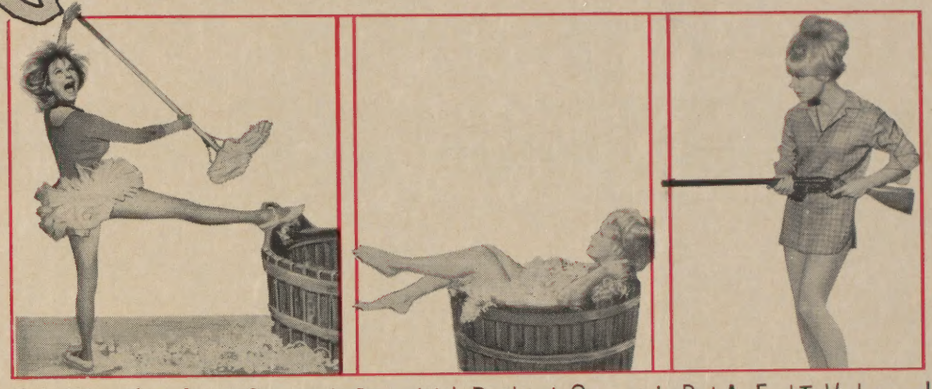
Edward Small Presents

Bob Hope
Elke Sommer
Phyllis Diller



Help Wipe Out Soap Operas! Down With Bathtub Scenes! Put An End To Violence!

The picture that gets you where you Laugh!

"Boy, Did I get a Wrong Number!"

co-starring CESARE DANOVA MARJORIE LORD

Screenplay by BURT STYLER & ALBERT E. LEWIN and GEORGE KENNETT
Original Story by GEORGE BECK Music by RICHARD LASALLE and "BY" DUNHAM

Associate Producer GEORGE BECK Directed by GEORGE MARSHALL An EDWARD SMALL Production

COLOR by DeLuxe

THRU UA

TV'S OWN FESS (DANIEL BOONE) PARKER PRE-SELLS 20th CENTURY-FOX'S "SMOKY" TO SUMMER AUDIENCES COAST-TO-COAST!

NBC-TV taps Parker's nationwide pre-sold audience with specially prepared color spots plugging "SMOKY"

PARKER and his horse "SMOKY" take to the road on an unprecedented month-long tour coinciding with the film's August openings!

HOYT AXTON, sensational folk singer featured in the movie, records its four hit songs and is set to plug the film in key exploitation situations!

The beloved **Will James** novel, already in three editions from Scribners, will be issued in a special Bantam paperback with scenes from the film.

Nationwide **"WIN A SMOKY COLT"** contest for the youngsters set to break across the country a month in advance of picture's release . . . and to be promoted over full network TV.

OF WILL JAMES'

SMOKY

COLOR by DeLuxe

STARRING

FESS PARKER

CO-STARRING

DIANA HYLAND · KATY JURADO

Introducing

HOYT AXTON

Produced by AARON ROSENBERG Directed by GEORGE SHERMAN Screenplay by HAROLD MEDFORD